

Media and Information Literacy

Quarter 2 – Module 11: Visual Information and Media

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and or/universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at action@deped.gov.ph.

We value your feedback and recommendations.

Lesson

1

Visual Information and Media

You get attracted to a person's work because of their visual interpretation. While you may encounter visual media, which may be at times challenging to interpret, it should not stop you from finding out the meaning behind the elements incorporated in the product. In this lesson, you will be learning how visual information can be an effective form of media and how it can be used according to its primary purposes: to gain attention, to create meaning, and to facilitate retention.



What is It

Visual Information and Media

Visual Information

Visual information is the artistic or creative representation or interpretation of an idea, concept, or emotion using different media.

- 1. Visual media and information** – materials, programs, applications, and the like that teachers and students use to formulate new information to aid learning through the use, analysis, evaluation, and production of visual images.
- 2. Types of visual media** – photography, video, screenshots, infographics, data visualization (charts and graphs), comic strips/cartoons, memes, visual note-taking, etc.
- 3. Formally and informally produced visual media** – visual media produced by formal organizations such as schools, government, and established media/publishing outfits are considered formally produced. Other visual media are considered informally produced.
- 4. Purpose of visual information** - the primary purpose of visual information is to gain attention, create meaning, and facilitate retention.
- 5. Visual design elements** – the building blocks or basic units in the construction of a visual image. The **Design Elements** are:
 - a. Line** – describes a shape or outline. It can create texture and can be thick or thin. Lines may be actual, implied, vertical, horizontal, diagonal, or contour.
 - b. Shape** – usually a geometric area that stands out from the space next to or around it, or because of differences in value, color, or texture. Shape may also be organic.

c. Value – the degree of light and dark in a design. It is the contrast between black and white and all the tones in between. Value can be used with color as well as black and white. Contrast is the extreme changes between values.

d. Texture – the way a surface feels or is perceived to feel. Texture can be added to attract or repel interest of a visual element. Visual texture is the illusion of the surfaces peaks and valleys, resulting in a feeling of smoothness or roughness in objects.

e. Color – determined by its hue (name of color), intensity (purity of the hue), and value (lightness or darkness of hue). Color and color combination can play a large role in the design. Color may be used for emphasis or to elicit emotions from viewers. Color may be warm, cool, or neutral. It plays a major role in our visual perception, as it influences our reactions of the world around us. It is therefore important to create color palettes that will evoke the appropriate audience reactions.

f. Form – a figure having volume and thickness. An illusion of a 3-dimensional object can be implied through the use of light and shading. Form can be viewed from many angles.

Examples:

Vertical vs. Horizontal Line



Value



Image(s) for Vertical, Horizontal and Value courtesy of:
<https://unsplash.com/photos/rqjWIAfFwxo>
<https://unsplash.com/photos/oyrtK2hJqBY>
<https://unsplash.com/photos/VYsn4Kl10M4>

Shapes

Geometric



Organic



Abstract



Image(s) for Geometric, Organic, Abstract courtesy of:
<https://unsplash.com/photos/I nA1H-wCdAM>

https://unsplash.com/photos/3 Z_0SxMEuUg

<https://unsplash.com/photos/Uud GNHJdNSo>

Color Combination



Texture



Image(s) for Color Combination and Texture courtesy of:

https://unsplash.com/photos/S_xVV-l8Q4I

<https://unsplash.com/photos/I47YxhpXeDw>

6. Visual Design Principles are:

a. Consistency of margins, typeface, typestyle, and colors is necessary, especially in slide presentations or documents that are more than one page.

b. Center of interest – an area that first attracts attention in a composition. This area is more important when compared to the other objects or elements in a composition. This can be achieved by contrast of values, more colors, and placement in the format.

c. Balance – a feeling of visual equality in shape, form, value, color, etc. Balance can be symmetrical and evenly balanced, or asymmetrical and unevenly balanced. Objects, values, colors, textures, shapes, forms, etc. can be used in creating balance in a composition.

d. Harmony – brings together a composition with similar units. For example, if your composition is using wavy lines and organic shapes, you should consistently use these types of lines and not put in just one geometric shape.

e. Contrast – offers some change in value creating a visual discord in a composition. Contrast shows the difference between shapes and can be used as a background to bring objects out and forward in a design. It can also be used to create an area of emphasis.

f. Directional Movement - a visual flow through the composition. It can be the suggestion of motion in a design as you move from object to object by way of placement and position. Directional movement can be created with a value



<https://www.flickr.com/photos/loiselynn/2207165151>



<https://www.pinterest.ph/pin/163607398947064019/>

SYMMETRICAL VS ASYMMETRICAL LAYOUT



<https://www.flickr.com/photos/mastababa/31974462128>

pattern. It is with the placement of dark and light areas that you can move your attention through the format.

g. Rhythm – a movement in which some elements recur regularly. Like a dance, it will have a flow of objects that will seem like the beat of music.

h. Perspective – this is created through the arrangement of objects in two-dimensional space to look like what they appear in real life. Perspective is a learned meaning of the relationship between different objects seen in space.

<https://unsplash.com/photos/eMEvOt1CIEs>



MOVEMENT AND PERSPECTIVE